

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – M/s INOX Leisure Limited, 3rd floor, LEPL Icon, Patamata, Vijayawada – Request for higher rates of admission and flexible number of shows in the Multiplex Cinema Theatres – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.MS.No. 210

Dated:11-08-2011.

Read:

From the Joint Collector & Addl.Dist. Magistrate, Krishna,
Machilipatnam, Lr.Rc.C2/630/M/2011, dated 25-07-2011.

ORDER:

In the reference read above, the Joint Collector & Additional District Magistrate, Krishna has stated that the Management represented by Chief Executive Officer, INOX Leisure Limited, Vijayawada has filed an application stating that he has been operating Multiplex Theatre situated at 3rd floor, M/s Lingamaneni Estates and Projects, Icon, Patamata Vijayawada under license in Form-B dated 25-07-2011 which is valid upto 31-12-2015. Further the Management have provided high standards equipped with modern projection and acoustic systems, interiors of international standards, stadium style high back seating with Cup holder arm-rests, high levels of hygiene and varied theatre food, that they shall be exhibiting a wide selection of Telugu, Hindi, English and other regional movies.

2. The following facilities have been provided in their Multiplex.
 1. Interiors of international standards with fully air-conditioned Auditorium and lobby.
 2. Plush carpeting in the auditoriums and a well-designed lobby.
 3. State of the art LCD screens in the box office area, displaying information for our customers.
 4. Comfortable stadium style high-back seating with comfortable leg space between the rows.
 5. Auto Flush Toilet facility with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts.

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6. Inherently fire retardant seat fabric and drapes.
 7. Modern Safety and Security systems and fire fighting system.
 8. Smoke exhaust fans inside all auditorium and motorized fire dampers in all AHUs.
 9. 100% backup through generator.
 10. All the critical systems have UPS back-up facility, thereby enabling uninterrupted movie viewing even during power failures.
 11. Projection equipment and Emergency lights on invertors all over the property.
 12. All LED lighting on every step riser in the auditorium Step lights and exit signs are on invertors.
 13. State of the art analogue and digital projection systems.
 14. Efficiently designed acoustic system treatment in all auditoriums for providing the patrons a superior sound quality.
 15. Digital Sound System with combination of Dolby and DTS in all Screens.
 16. Three-way sound system.
 17. Computerized ticketing facility.
3. He has further stated that they also aim to make our multiplex a place where families including women and children can safely go to watch movies and necessitate a high initial investment and subsequently, high operating costs. It helps to generating employment opportunity locally.
4. The Joint Collector & Additional District Magistrate, Krishna has also stated that Licensee has requested to permit him to increase the tickets prices for all the seats (1198) in all (4) Screens and (4) auditoriums in the Multiplex to consider the issue and give

suitable orders to the following class-wise price matrix of all the four auditoriums given below:

Screen wise, Class wise seating arrangements and proposed rates of admission.

	Pricing	Matrix	
Screen	Class	No. of seats	Rate of Admission proposed
Screen -1	Royal	21	225
	Club	331	150
Screen-2	Royal	34	225
	Club	266	150
Screen-3	Royal	19	225
	Club	302	150
Screen-4	Royal	12	225
	Club	213	150
	Total	1198	

5. In view of the above the Joint Collector & Additional District Magistrate, Krishna has stated that the requests of the applicant are not under the preview of Licensing Authority as per the Andhra Pradesh Cinemas (Regulation) Rules, 1970 and Act. As per bifurcation of two classes into the theatre and allowing more shows than (4) shows daily in the Government approved timings i.e., from 10.00 a.m. to 1.30 a.m. more income will be generated to the Government by way of taxes.

6. The Joint Collector & Additional District Magistrate, Krishna keeping in view of the facilities provided by the Management he has recommended that the applicants request may be considered positively with regard to rates of admission and more than four shows daily in between Government approved timings from 10.00 a.m. to 1.30 a.m. with their flexibility in INOX Leisure Limited, Patamata at Vijayawada.

7. In this connection, it is submitted that Form-B License have been issued to the Multiplex by the Joint Collector & Licensing Authority, Krishna District, and the Director General of Disaster Response and Fire Services Department, Hyderabad, have also issued No Objection Certificate for Occupancy issued for Multistoried Building (Multiplex) developed by M/s Lingamaneni Estates and Projects, Vijayawada.

8. Government after careful examination of the request of the Management and also keeping in view of the recommendation of the Joint Collector & Additional District Magistrate, Krishna-Machilipatnam in exercise of the powers conferred in rule (c) of sub-rule 3 of rule 11 (B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby allows special rates of admission to all the (4) four Screens in M/s INOX Leisure Limited, at LEPL Icon, Patamata, Vijayawada by allowing to screen not more than (5) shows per day between 10.00 a.m. to 1.30 a.m. in relaxation of item No.43 of "B" Form Licensing condition.

Screen wise, Class wise seating arrangements and proposed rates of admission.

	Pricing	Matrix	
Screen	Class	No. of seats	Rate of Admission permitted
Screen -1	Royal	21	175
	Club	331	125
Screen-2	Royal	34	175
	Club	266	125
Screen-3	Royal	19	175
	Club	302	125
Screen-4	Royal	12	175
	Club	213	125
	Total	1198	

9. The District Collector, Krishna is requested to incorporate the rates and class of admission in the Form-B Licence of M/s INOX Leisure Limited, at LEPL Icon, Patamata, Vijayawada as indicated above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.P.ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector, Krishna-Machilipatnam.
The Joint Collector & Additional District Magistrate, Krishna.

Copy to:

The M/s Inox Leisure Limited at Lingamaneni Estates and Projects, Patamata, Vijayawada.
P.S. to Hon'ble Minister for I&PR & Cinematography.
P.S. to Principal Secretary to Govt., Home Department.
SF/SCs.

//FORWARDED:BY ORDER//

SECTION OFFICER.